

Product explainer videos are a powerful way to showcase your product's features and benefits to your target audience. With HeyGen, creating these videos is faster and more efficient than ever.

This guide will walk you through the process of making a stunning product explainer video using HeyGen's intuitive tools and features.

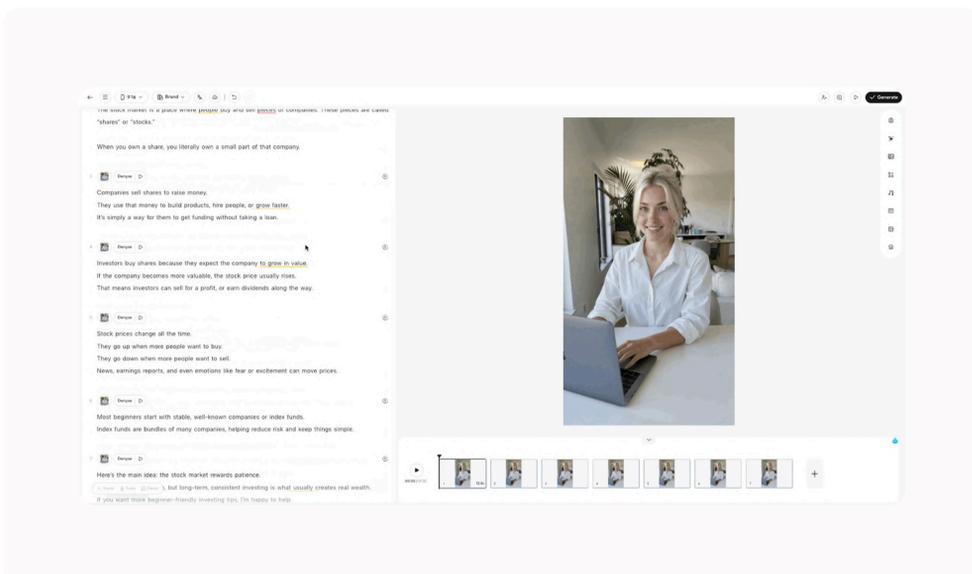


Quick tips

- The best structure for a product explainer video ensures that it captures attention, communicates key benefits, and drives action efficiently. Consider keeping the length between 60-90 seconds for maximum engagement.
- For visuals, use dynamic animations, product demos, and on-brand graphics.
- Ensure you're matching your brand voice and tone (e.g., professional, playful, inspiring).
- And lastly, add background music that aligns with the video's mood.

Step 1

Define your objective and script



Before diving into HeyGen, clearly outline the purpose of your explainer video. Are you highlighting a new feature, explaining how a product works, or encouraging conversions?



And here's a tried and true structure:

1. Hook (0:00 - 0:10)

- Goal: Grab attention immediately
- What to include: A compelling statement or question related to your audience's pain point
- Eye-catching visuals or a relatable scenario
- Example: "Struggling to stay organized? Meet the tool that simplifies your life."

Pro tip:

Keep the hook short and focused on the audience's problem.

2. Problem (0:10 - 0:25)

- Goal: Build empathy by addressing the audience's challenges
- What to include: A description of the problem your product solves
- Scenarios or examples that resonate with your target audience
- Example: "Managing multiple tasks and deadlines can be overwhelming and lead to missed opportunities."

Pro tip:

Use emotional language to connect with your viewers.

3. Solution (0:25 - 0:50)

- Goal: Introduce your product as the perfect solution
- What to include: A brief overview of your product or service
- Highlight the unique features and how they solve the problem
- Example: "With [Product Name], you can streamline your workflow, set reminders, and never miss a deadline again."

Pro tip:

Keep this section clear and jargon-free. Use visuals to demonstrate key features.



4. How it works (0:50 - 1:10)

- Goal: Explain the product in action
- What to include: A step-by-step walkthrough of how the product works
- Simple visuals or animations showcasing the user journey
- Example: "Just sign up, customize your dashboard, and start organizing in minutes."

Pro tip:

Focus on ease of use and show practical applications.

5. Benefits (1:10 - 1:30)

- Goal: Highlight the value and results your product delivers
- What to include: Tangible outcomes, like time saved, money earned, or improved productivity
- Testimonials or success stories, if available
- Example: "Users report a 50% increase in efficiency within the first month!"

Pro tip:

Emphasize benefits over features.

6. Social proof (Optional, 1:30 - 1:40)

- Goal: Build credibility and trust
- What to include: Customer testimonials
- Logos of companies that use your product
- Statistics or awards
- Example: "Trusted by over 10,000 professionals worldwide."

7. Call to action (1:40 - 2:00)

- Goal: Motivate viewers to take the next step
- What to include: A clear, direct action you want them to take (e.g., sign up, download, purchase)
- Add urgency or incentives, like limited-time offers
- Example: "Sign up today and get your first month free!"

Pro tip:

Use an on-screen CTA button or link for clarity



Step 2

Choose your creation approach

HeyGen now offers multiple ways to create your explainer video. Choose the path that best fits your workflow and existing assets.

Option A: Let Video Agent do the heavy lifting

Video Agent is HeyGen's prompt-native video engine — the fastest way to go from a single idea to a fully-produced, editable explainer video. No timelines, no manual scene setup. Just describe your video and Video Agent handles scripting, storyboarding, visuals, pacing, and brand styling automatically.

From your HeyGen dashboard, click on **Video Agent**. Then:

1. Click the avatar icon to select one of your existing avatars — or click **X** to activate Auto Avatar mode and let HeyGen pick the best fit for your content.
2. Click the **+** icon to upload your own assets like product shots, screenshots, or explainer visuals.
3. Describe your video in the prompt box. Be specific: include portrait/landscape, duration, your product name, key features to highlight, preferred visual style, tone, and any brand colors. Not sure where to start? **Click Prompt Idea** for suggestions.
4. Choose **Chat to Plan** to refine the structure with the Agent before generating, or **Generate Now** to skip straight to the output.

Once generated, you can continue refining through the Agent chat — just describe any changes in plain language. For granular control over specific scenes, click **Open in AI Studio**.

Pro tip:

For polished, on-brand results, include visual and style preferences in your prompt. For example: "Use clean, minimal design. Blue, black, and white. Motion graphics for benefits sections, stock footage for real-world scenes. Add intro/outro sequences."



Option B: Build your video manually in AI Studio

Prefer full creative control from the start? **AI Studio** is HeyGen's core video editor, where you can build your explainer video scene by scene with complete flexibility over layout, scripting, avatars, and design.

From your dashboard, click **Create Video**, then select **Create in AI studio**. Choose your video orientation (portrait or landscape – you can change this later), and you'll be taken directly into AI Studio.

Once inside:

1. **Name your project** and start writing your script in the script editor. Each scene has its own script block – this is where you structure your video segment by segment.
2. **Add and manage scenes** using the options below the script editor. You can record or upload audio, insert pauses, and use **Delivery Style** to fine-tune tone, pacing, and emotional delivery.
3. **Select your avatar** by clicking **Avatars** above the video canvas. Choose from your own avatars or HeyGen's public library, then click the avatar in the canvas to customize its look, framing, background, or animations.
4. **Enhance your visuals** using the creative tools next to the Avatars tab – add text, upload media, insert elements, generate AI images, or manage captions.
5. **Use the timeline** to preview your video, rearrange scenes, and add smooth transitions between clips.

When your script and visuals are ready, click **Preview** to review, then **Generate** to render your final video at up to 4K resolution.

Pro tip:

Use the hamburger menu above the script editor to save your video as a reusable template, upload or download scripts in bulk, or review version history.



Public avatars:

Browse HeyGen's library of 700+ avatars compatible with 175+ languages and dialects. Each avatar comes with multiple Looks (outfits, poses, and backgrounds) for brand consistency.

Custom digital twin:

Create your own avatar using photos and videos from your smartphone.

Avatar IV Photo to Video:

Want to animate any image – including non-human characters, mascots, cartoon avatars, or 3D models? Use **Avatar IV's Photo to Video** feature for incredibly lifelike results.

From **Create**, click **Photo to Video**. Then:

1. Upload a photo or choose from the sample library.
 2. Write your script or click **Sample Script** to generate one. You can also upload an audio file or record your own voice directly.
 3. Adjust your settings: choose Faster or Quality motion generation mode, set expressiveness (Low, Normal, or High), optionally add a custom motion prompt to describe specific gestures or expressions, and select your resolution (720p or 1080p).
- Click **Generate Video**. Once complete, your video will appear in your Home or Projects tab – and a reusable Avatar IV will be saved to your Avatars tab for future projects.

Note: Photo to Video uses Premium Credits. Videos are limited to 3 minutes. For longer avatar-led videos, use Avatar IV inside AI Studio, where duration limits don't apply at the video level (though individual script segments should be under 180 seconds).

Generate an avatar from text:

Need something completely custom? Generate an avatar from a text description – hyper-realistic, animated, or fully fictional. Check out [HeyGen Academy](#) to learn more.

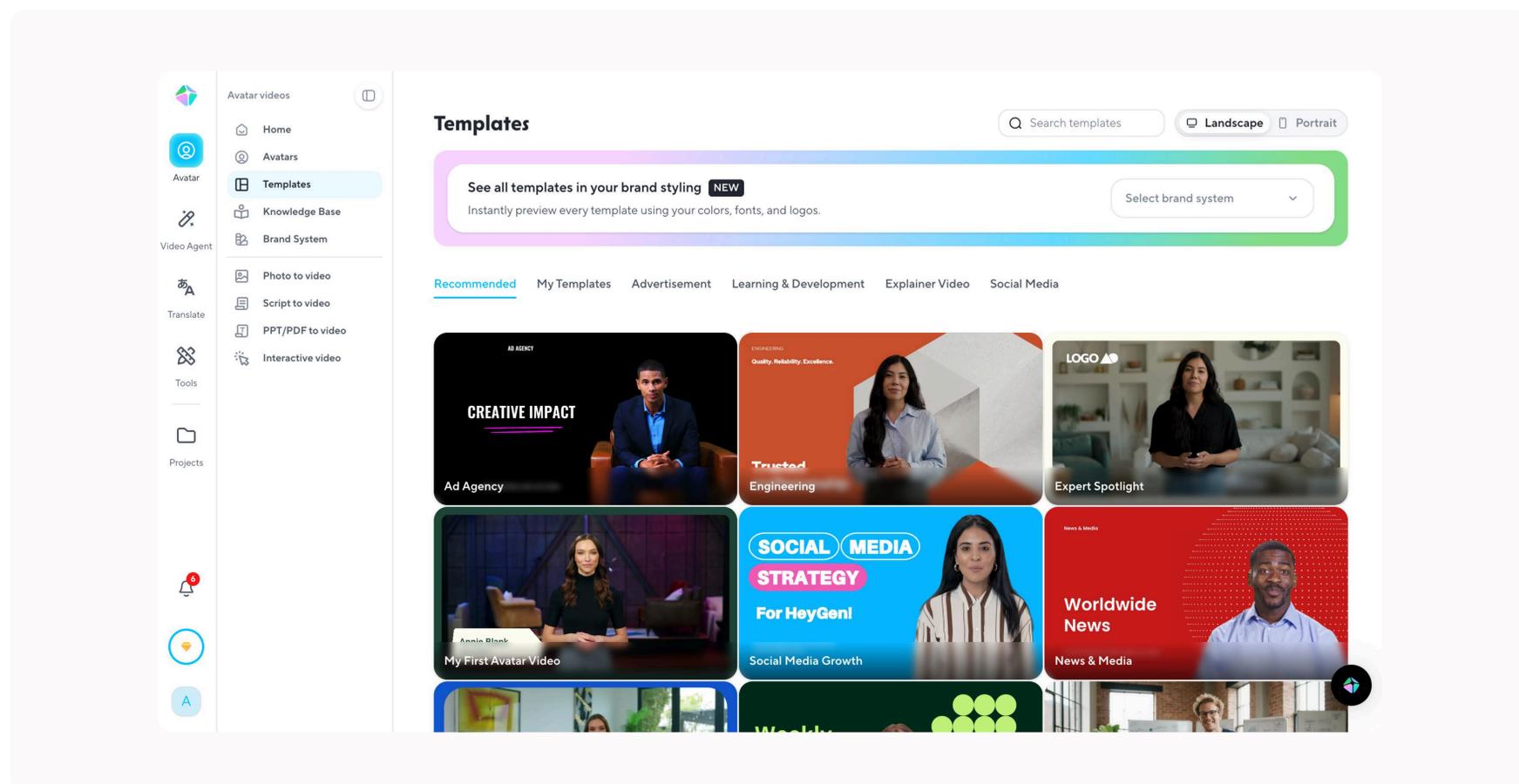


Step 4

Design your scenes

Visual storytelling is crucial for product explainer videos. If you used Video Agent in Step 2, your scenes are already drafted — you can refine them through chat or open them in AI Studio. If you're building manually, here's how to approach scene design:

Browse HeyGen's library of professionally designed templates or create your own to match your brand's unique look and feel. Upload assets such as product images, videos, animations, music, or screen recordings that illustrate your product's key features.



The most compelling explainer videos combine a mix of scene types:

- Relatable scenario footage (e.g., a frustrated user experiencing the problem your product solves)
- Before-and-after comparisons (e.g., manual vs. automated process)
- Screen recordings for digital products and SaaS to show key features in action
- Live action or photo-based demonstrations for physical products
- Step-by-step UI walkthroughs with zoom-in effects and highlight animations
- User testimonials
- Infographic-style visuals comparing your product to competitors
- Text overlays or animated bullet points summarizing benefits
- Logos of well-known clients, partners, or press mentions
- Data-driven animations (e.g., "Used by 100,000+ professionals")



Step 5

Edit and refine

Polish your video to perfection using HeyGen's editing tools. If you used Video Agent, continue refining through the Agent chat for high-level changes, or click Open in AI Studio for fine-grained control over visuals, scene order, transitions, and pacing.

If you're working directly in AI Studio, HeyGen's text-based editor makes it easy to align scenes, text, and transitions with your script. Check out the [scripting tips resource](#) for guidance on accurate pronunciation and natural-sounding pauses.

Step 6

Export and share

Once you're satisfied with your explainer video, click Generate and download or share your video directly from HeyGen.

Pro tip:

Include captions for accessibility and to boost engagement on silent autoplay platforms.

Bonus tips for success

Test and iterate:

Use analytics to gauge the effectiveness of your video and refine your approach.

Stay on-brand:

Incorporate logos, brand colors, and consistent messaging.

Optimize for mobile:

Ensure your video looks great on smaller screens.

With HeyGen, creating professional product explainer videos is simple, fast, and effective. Follow these steps, and you'll have a compelling video ready to captivate your audience in no time. Ready to get started? Head to [HeyGen](#) and bring your vision to life!

